

## ABSTRACT OF THE DISCLOSURE

A method of customizing a toy comprises receiving at a remote location information from a customizing device of a user, and transmitted to the customizing device customizing information for customizing the toy of the user and personalizing information selected based upon a personal profile, the personal profile being selected so that the toy appears familiar with the user. The toy is customized by transferring information to the toy from the customizing device and storing the information in the toy. Customizing apparatus is also disclosed.

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